

Message Text

UNCLASSIFIED

PAGE 01 OSAKA 00691 151234Z

53

ACTION COME-00

INFO OCT-01 EA-07 ISO-00 EB-05 DRC-01 RSC-01 /015 W

----- 078841

R 150825Z AUG 74

FM AMCONSUL OSAKA KOBE

TO SECSTATE WASHDC 1600

INFO AMEMBASSY TOKYO

AMCONSUL SAPPORO

AMCONSUL NAHA

AMCONSUL FUKUOKA

UNCLAS OSAKA KOBE 691

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: INSTORE PROMOTIONS: JAPAN

REF: A. STATE 145399

B. SAPPORO A-12

C. STATE 145397

1. CONGENOFF DISCUSSED PROPOSAL REF A PARA 2 WITH DAIMARU. MR. TAKAO SENDA, MANAGER, MARKET PLANNING DIVISION, THE DAIMARU INC. SUBMITTED A LETTER DATEE AUGUST 6 STATING THAT ADDITIONAL OR ABOVE NORMAL PURCHASES FOR PROMOTION HAVE BEEN INCREASED TO US DOLS 1.5 MILLION FROM US DOLS 690,400. CONGENOFF HAS REQUESTED A BREAKDOWN BY PRODUCT CATEGORY. WHEN LETTER RECEIVED, POST WILL SUBMIT LETTER AND BREAKDOWN BY AIRGRAM TO DOC.

2. POST HAS ACQUIRED SOME EXPERIENCE WITH INSTORE PROMOTION PROGRAM IN RECENT MONTHS AND HAS COME TO THE CONCLUSION THAT EFFORTS SHOULD BE DIRECTED TOWARD WORKING WITH NEW STORES AND STORES OUTSIDE OF TOKYO AND OSAKA.

A. BUYERS FOR TOKYO/OSAKA STORES ARE SOPHISTICATED AND EXPERIENCED. HANKYU AND DAIMARU KNOW THE U.S. MARKET WELL ENOUGH TO BUY PRODUCTS THAT WILL SELL. HOW MUCH THEY WOULD BUY WITHOUT U.S. GOVERNMENT COOPERATION IS A VERY UNCERTAIN QUESTION. BUT THESE MEN AND WOMEN WON'T PASS UP A CHANCE TO MAKE A PROFIT BY BUYING GOOD U.S. CONSUMER

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 OSAKA 00691 151234Z

GOODS, WHETHER THE USG IS INVOLVED OR NOT. NEW AND OUTLYING STORES

ARE MUCH LESS FAMILIAR WITH U.S. SOURCES OF SUPPLY. AN INSTORE PROMOTION WITH SUCH STORES WOULD HAVE THE POSITIVE--BUT DIFFICULT TO MEASURE--BENEFIT OF BREAKING NEW GROUND. ADMITTEDLY, THE ADDITIONALITY ESTIMATES WOULD BE LOWER.

B. ACCORDINGLY, POST BELIEVES THAT SAPPORO SUGGESTION (REF B) MERITS INCLUSION IN FY75 PROGRAM.

3. RECOMMENDATION:

A. THAT FY75 FUNDS BE ALLOCATED IN FOLLOWING MANNER:

MATSUZAKAYA	24,750
DAIMARU	24,750
HANKYU	17,500
MARUI IMAI	8,000

B. THAT EMBASSY/COMMERCE GIVE GREATER EMPHASIS TO NEW STORES AND STORES OUTSIDE OF OSAKA AND TOKYO METROPOLITAN AREAS FOR FUTURE IN STORE PROMOTION.
STEPHAN

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 15 AUG 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974OSAKA00691
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740224-0803
From: OSAKA KOBE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740845/aaaabmcc.tel
Line Count: 82
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: A. STATE 145399
Review Action: RELEASED, APPROVED
Review Authority: martinjw
Review Comment: n/a
Review Content Flags:
Review Date: 05 JUN 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <05 JUN 2002 by reddocgw>; APPROVED <23 JAN 2003 by martinjw>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: INSTORE PROMOTIONS: JAPAN
TAGS: BEXP, JA
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005